

## Message Text

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62

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 COME-00 USIA-15 PRS-01 PA-04

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FM AMEMBASSY ROME

TO SECSTATE WASHDC 4377

INFO AMCONSUL MILAN

UNCLAS ROME 5406

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: COMMERCIAL NEWSLETTER FOR ITALY - ARTICLES

REF: ROME 5332

DEPT PASS USDOC & USIA

1. REPEATED BELOW AS GUIDANCE IN ARTICLE SELECTION PER  
RETEL ARE THE 16 PRODUCT GROUPS SELECTED BY THE EMBASSY  
FOR EMPHASIS.

1 - ADVANCED ELECTRONIC COMPONENTS

2 -CHEMICAL INDUSTRY PROCESSING EQUIPMENT

3 - HEALTH CARE AND MEDICAL EQUIPMENT

4 - PRODUCTION AND TEST EQUIPMENT FOR THE ELECTRONIC INDUSTRY

5 - COMPUTERS AND COMPUTER RELATED EQUIPMENT

6 - HYDRAULICS AND PNEUMATICS

7 -INDUSTRIAL ASSEMBLY EQUIPMENT

8 - BUSINESS EFFICIENCY EQUIPMENT

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9 - ADVANCED MACHINE TOOLS AND ACCESSORIES

10 - ADVANCED METAL FINISHING EQUIPMENT

11 - BOATING EQUIPMENT, INSTRUMENTATION AND ACCESSORIES'

12 - INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT

13 - ENVIRONMENTAL CONTROL EQUIPMENT

14 - POWER GENERATING EQUIPMENT

15 - GRAPHIC ARTS EQUIPMENT

16 - AIRPORT SUPPORT EQUIPMENT

2. AS MENTIONED IN REFTTEL, OUR USE OF MATERIAL ON THOSE INDUSTRIES AND PRODUCTS WHICH ARE NOT BEING PROMOTED IN TRADE EVENTS ARE NOT RIGOROUSLY TIME-BOUND. HOWEVER, WE FACE CLEAR DEADLINE IN OUR USE OF ARTICLES KEYED TO A TRADE EVENT. THE FOLLOWING GIVES THE PLANNED TRADE EVENT AND THE TIME BY WHICH WE MUST RECEIVE THE MATERIAL IN ORDER TO PUBLISH IT IN TIME TO HAVE A PROMOTION IMPACT, I.E. TWO MONTHS BEFORE SCHEDULED PUBLICATION:

EVENT	ARTICLE BY
MILAN TRADE CENTER EXHIBITION	

PHARMACEUTICAL AND COSMETIC MFG. EQ. AND SUPPLIES	JULY 1
(OCT. 8-12, 1974)	

PROCESS CONTROL INSTRUMENTATION	AUGUST 1
(NOV. 13 - 17, 1974)	

CASUAL SPORTSWEAR	SEPT. 1
(DEC. 4 -6, 1974)	

AVIONICS - AIRPORT EQUIPMENT	OCTOBER 1
(JAN. 14 - 18, 1975)	

ADVANCED ELECTRONICS COMPONENTS	NOVEMBER 1
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(FEB. 4-8, 1975)

POWER SOURCES	DECEMBER 1
(MARCH 1 -7, 1975)	

INDUSTRIAL ASSEMBLY EQUIPMENT	JANUARY 1
(APRIL 1 - 5, 1975)	

BUILDING EQUIPMENT AND MATERIALS                      FEBRUARY 1  
(MAY 16 - 21, 1975)

MINICOMPUTERS    MARCH 1  
(JUNE 3 -7, 1975)

TRADE MISSION

VEHICULAR TRAFFIC CONTROL                              OCTOBER 1  
(JAN. 1975)

HOSPITAL SYSTEMS    NOVEMBER 1  
(FEB. 1975)

CITRUS INDUSTRY EQUIPMENT                              DECEMBER 1  
(MARCH 1975).BEAUDRY

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